Brookshire's opens MW doors

By Trey Pope
Index Staff Writer

A new grocery store is in town, and they are ready to serve.

Brookshire's opened their Mineral Wells location Tuesday morning with full operation. More than 100 employees served customers throughout the day as they adjusted to the store's new look.

Patrons can visit the store during hours of operation, which are Sunday through Saturday, 6 a.m. to midnight.

The store's departments include produce, deli, floral, market and fish cove, as well as a full service bakery.

"We've expanded variety in pretty much all the departments," said Store Director Matt Orkowski.

"We're just excited to be here," he said. "This is a great store with great people, in a great town. We can't wait to become a big part of the community. Our goal is to take care of the customer better than anyone else in town."

A state-of-the-art photo lab will also be housed in the store in July.

Brookshire's emphasizes its low prices by offering customers a "thank-you card" which can be scanned at checkout counters to give discounts on selected items. A banner hangs inside the Mineral Wells location which says, "We've lowered thousands of Winn-Dixie's prices."

Orkowski, of Garland, also said that Brookshire's is active in community service projects, including the Adopt-A-School program, in which the store provides food and drinks to employees. The Life Skills program works with life skills classes in local schools to offer students with job skills.

In May, Brookshire Grocery Co. had purchased the Weatherford and Mineral Wells locations from Winn-Dixie in order to continue grocery sales at their respective sites.

Winn-Dixie, based in Florida, left the Texas market due to decreasing profits.

Brookshires, which is based in Tyler, employs more than 10,000 and operates 131 locations in Texas, Louisiana, Arkansas and Mississippi.